

I have read the content of your discussion paper and can see that you are thinking through all issues regarding product placement. My children aged 8 and 6 watch CBeebies, and very rarely I let them watch Milkshake on Channel 4 because I do not want them to be subject to adverts which are designed to appeal to them. If there was product placement on CBeebies, we would give up on that too! I value my children too highly and parent them too wisely to allow them to be subject to the whims of adverts and the sexualised and gadget obsessed society of the UK today. Other parents don't think these things through as much as I do, and they need the support of government in helping to protect their children from the predatory nature of commercial companies, not just in restricting product placement in children's programming, but in light entertainment which is designed to appeal to a family audience - Britain's got Talent, the X factor, Strictly, Dr Who - the early evening Saturday and Sunday night shows. Children's minds are not developed enough to grasp the reality from the fiction and they need a strong line on this from government to allow them to grow up in our culture as children, able to enjoy their childhood without the pressures of society and consumer culture.

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